



<b>Title of Capacity Development Workshop:</b>	BUSINESS PLAN DEVELOPMENT FOR WASH SECTOR ACTORS
<b>Contact details</b>	
Name of proposing organization/s	USAID/WASH-FIN
<b>Practical requirements</b>	
<b>Timing</b>	Full day Monday
<b>Minimum/ Maximum number of participants</b>	20 maximum
<b>Facilities preferred:</b>	<ul style="list-style-type: none"> <li>• Room with sitting space of about 20 participants</li> <li>• Seating/furniture suitable for break-out sessions (moveable)</li> <li>• Projector,</li> <li>• Stationery including- A Flipchart with a stand, marker pens, writing pads and pen,</li> <li>• Refreshments</li> </ul>
<b>Staff details</b>	

<p><b>Names, qualifications and brief description of experience of staff delivering the workshop.</b></p>	<p>Dr. Barbara Kazimbaya-Senkwe, Africa Coordinator for USAID/WASH-FIN program.</p> <ul style="list-style-type: none"> <li>• PhD (URP) with a focus on water supply policy</li> <li>• Over 13years experience as a lecturer at Copperbelt University and Zambia College of the Built Environment in Infrastructure Planning</li> <li>• Water and sanitation specialist with over 14 years' experience in providing technical assistance to water service providers in Africa</li> </ul> <p>Stephen Sena, Deputy Chief of Party, USAID/WASH-FIN program.</p> <ul style="list-style-type: none"> <li>• MBA (IB)</li> <li>• Over 15 years' experience in international economic and business development focused on market-based solutions</li> <li>• Has mentored SMEs and Social Enterprises in WASH and other sectors including reviewing business plans</li> </ul> <p>Engineer Peter Njaggah, Director- Technical Services at the Water Services Regulator Board (WASREB)</p> <ul style="list-style-type: none"> <li>• Executive MBA, MSc (Evtal. Eng.)</li> <li>• Responsible for reviewing and supporting business planning for the Water Service Providers in Kenya</li> <li>• Over 25yrs experience in operation, management, regulation and capacity development of water utilities (has provided numerous trainings to regional Water Utilities on sustainable provision of water services).</li> </ul> <p>Ms. Fridah Cheronno</p> <ul style="list-style-type: none"> <li>• BCom.</li> <li>• Experience in public sector strategy planning and policies and financial services sector</li> <li>• Has worked with counties in Kenya to help them build capacity in developing strategic investment plans and county investment portfolio to attract investment into the counties; worked with various commercial banks in Kenya to develop 5-year strategic plans for expansion and product development; working with WASREB to refine and mainstream business planning processes for water service providers in Kenya including capacity building</li> </ul>
<p><b>Course details</b></p>	



<p><b>Aims:</b></p>	<p>The WASH sector has experienced a shift with an imperative for the actors in the sector to provide services on a commercial basis and at the same time demonstrate regulatory compliance. WASH-FIN experience in Kenya and Senegal has shown that both public and private Water Services Providers have limited capacity in developing strategic and business plans for which they rely mostly on external support and Consultants. This usually leads to a lack of internal ownership in executing the plans. These plans are however needed for internal planning and monitoring, for external audiences such as banks and development partners, and as tools for growth and development.</p> <p>This training is therefore tailored to focus on:</p> <ul style="list-style-type: none"> <li>• Sharing business planning principles, their usefulness and applicability to the WASH sector</li> <li>• Providing a platform for hands on development of a business plan outline through group exercises and sharing of examples from WASH-FIN and other cases in the sector.</li> </ul>
<p><b>Intended audience:</b></p>	<p>The workshop targets the following categories of participants from across the region:</p> <ul style="list-style-type: none"> <li>• Management and staff of public and private WASH Service Providers, including entrepreneurs</li> <li>• Management and staff of WASH regulators responsible for supporting business planning in Water companies</li> </ul> <p>Participants are expected to have a role within the business, finance, or corporate planning units in a WASH related enterprise as well as prior knowledge in the technical, operational and/or business aspects of a water utility/enterprise.</p>

<p><b>Intended Learning Outcomes/Objectives:</b></p>	<p>At the end of the training/capacity building session the participants are expected to:</p> <ul style="list-style-type: none"> <li>• understand the principles and process of preparing business plans</li> <li>• understand the differences between a strategic plan and a business plan.</li> <li>• understand the importance of business plans in business development, finance, and compliance</li> <li>• appreciate regulatory application of business planning guidelines.</li> <li>• develop a business plan outline by identifying key summarized inputs for each section of the business plan, that would be further detailed in an actual business plan.</li> </ul>
<p><b>Format and Content of Workshop</b></p>	<p>The training will be structured to be interactive, encouraging active participation of the participants in all the sessions. Five sessions have been proposed and will include:</p> <ul style="list-style-type: none"> <li>• Introduction to business planning: Presentation on business planning guidelines, as well as key principles and process of developing a business plan, based on a case study of Kenya.</li> <li>• Group Break-out sessions for participants to develop a Business plan outline based on hypothetical cases from the WASH sector. Each group will be assigned a specific case and tasks to fit within the allocated time.</li> <li>• Group presentation and discussion by the participants, on the outcome of the business plan and process.</li> <li>• Facilitator-led session on presentation of model business plans from WASH-FIN experience.</li> <li>• Final discussion and wrap up of workshop</li> </ul>
<p><b>Materials to be circulated in advance or after the workshop.</b></p>	<p>Training and materials to be given out include:</p> <ul style="list-style-type: none"> <li>• WASH-FIN program fliers</li> <li>• PPT presentation on principles of business planning with a focus on the WASH sector</li> <li>• Sample “sanitized” business plans from WASH-FIN supported program in Kenya and Senegal</li> </ul>
<p><b>Means of assessment and feedback to students:</b></p>	<p>The trainer will assess by rating the quality of the outcome sample business plan outline of the group work presentation. Feedback will be provided verbally after each group has presented their sample business plan outline.</p>



**Mechanism and means of course evaluation:**

Feedback on effectiveness of the training will be obtained through a number of ways including:

- collation of initially set expectations of the participants with final feedback.
- A short post training questionnaire to be filled in by the participants on how the training was carried out.
- The trainer will also take notes of the comments from the participants and general performance of the group activities that will be carried out together.
- A specific feedback session will be held to capture comments from the participants.